

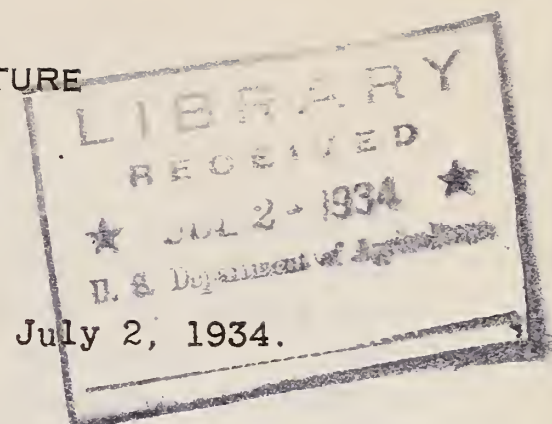
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UNITED STATES DEPARTMENT OF AGRICULTURE
DIRECTOR OF INFORMATION
WASHINGTON, D. C.

PUBLICATIONS
PRESS SERVICE
RADIO SERVICE



MEMORANDUM FOR BUREAU CHIEFS

It is time to make the customary request for contributions to the Yearbook. The 1934 Yearbook has only just come off the press -- fully six weeks late. This is all the more reason for getting an early start with the 1935 book. So much congestion exists in the Government Printing Office that the only way to avoid being late with the book is to have the articles ready earlier than usual. May I ask your help, therefore, in making an immediate start?

It seems desirable to retain the form used during the last several years. Under the heading "What's New in Agriculture," specialists in the bureaus furnish a great variety of articles, which taken together give a comprehensive view of the Department's work. There is no other volume in which anything like this can be done. With printing funds reduced as they have been lately, the Yearbook affords an outlet for much material that otherwise might not see print for a long time.

Attached is a list of subjects concerning which this office would like to have Yearbook articles if possible. The list was suggested by recent departmental announcements of various sorts, including press releases and analyses of bureau activities. In most cases the topics have obvious timeliness. They serve to reflect the vital connection that exists between the Department's regular scientific work and the various farm readjustment programs now going forward. In articles wherein it logically can be done contributors to the Yearbook can add greatly to the unity of the volume by emphasizing the connection. There is no conflict between agricultural science and agricultural recovery, but many people think there is. To show how technological progress assists economic progress is especially necessary just now.

You may not want to furnish articles on all the topics suggested in the attached list. It may not be practicable to do so within the space available. They are simply suggestions. You may have preferable subjects. It will be appreciated, however, if you can furnish part of the Yearbook material within the near future. We should like to receive some of the more important articles by the end of August, particularly those indicated on the attached list. Other contributions within each bureau's space limitation will be accepted up to November 1.

Reasons of economy necessitate restricting the total space available in the Yearbook for the "What's New" section to about 225 pages for the bureaus. Last year some of the bureaus did not use all the space allotted to them. Had they done so it would have been necessary to leave out some articles. The allotment for this year though less than last year's is only slightly below the actual 1934 text. The allotment for your bureau appears in a footnote to this memorandum.

In all major respects, Yearbook contributors in recent years have satisfied the requirements of the volume admirably. They have furnished well written significant articles of broad interest and importance. Some difficulties have resulted, however, from the neglect of mechanical details, as, for example, compliance with the dead-line and with certain editorial requirements.

It is important that each article should come to this office with two carbons in addition to the ribbon copy. This permits carbons to be circulated among the bureaus, so that controversial points can be settled before manuscripts go to the printer. More uniform methods of handling legends and pictures would help. Legends should be inserted in the text where the pictures will go. The legends should also be copied on the back of the pictures or on slips attached thereto.

Sincerely yours,

M. S. Eisenhower,
Director.

The space allotment for your bureau is pages. Articles should not exceed 1500 words, and in most cases should be shorter. A fair average length would be 1,000 words.

